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Important

to you and your patients
who inhale *(and all smokers do—sometimes)*

Especially significant when smokers inhale is the proved advantage of Philip Morris, as indicated in recognized laboratory tests: i.e.

The irritant quality in the smoke of four other leading brands averaged more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long.*

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State J. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306

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